September 1990

Presstime

The Journal of the American Newspaper Publishers Association

Newspaper Circulators Work to 'Stop the Stops'

Government Regulators Are Back At the Plant

presstime

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Publisher, Jerry W. Friedheim
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Advertising Manager, Jonathan A. Reed
Advertising Assistant, Wendy Weiss

ANPA Executive Offices
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.
Mail address: Box 17407 Dulles Airport, Washington, D.C. 20041;
(703) 648-1000
FAX: (703) 620-4557

Advertising Sales Representatives
Pete Uhry, director of advertising sales; **Bob Bruder, Chip Berry, Suzanne Finder,** Marketing & Media Decisions, 401 Park Ave. South, New York, N.Y. 10016; (212) 545-5100

Midwest/Southwest
Debra L. Matell, Marketing & Media Decisions, 75 E. Wacker Drive, Suite 930, Chicago, Ill. 60601; (312) 977-1933

West
Nelda Chambers, Marketing & Media Decisions, Suite 380, 19725 Sherman Way, Canoga Park, Calif. 91306-3650, (818) 709-3564

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CHAIRMAN'S CORNER

USPS continues service cuts, anticompetitive rate ideas

Back in 1981 I went to a seminar sponsored by the Program on Information Resources Policy at Harvard University. Also in attendance were a couple of people from other newspaper companies, AT&T, the Bell Labs, newsprint manufacturers, broadcasters, the postmaster general and politicians whose committee work encompassed many of the industries represented at the seminar.

One of the seminar's conclusions was that telephone companies, the U.S. Postal Service and newspapers someday would all be in the same arena as competitors for the delivery of information to the public.

If only my crystal ball hadn't been cloudy, I might have seen then what's so obvious to all of us today.

Lloyd G. Schermer

Most interesting was a discussion we had with the man who had just been appointed postmaster general, William F. Bolger.

I can still quote what he said word for word: "Why is it when the Postal Service delivers an insert it's *junk mail*, and when you deliver it it's an *insert*? The Postal Service does not plan to compete for the delivery of electronic information, but we do intend to compete with newspapers for the delivery of hard-copy advertising."

I don't think any of the rest of us foresaw what was about to happen. It becomes clear when you chart third-class postal rates and weight requirements. In 1981 third-class rates started to drop, and a whole new junk-mail industry blossomed because the Postal Service wanted it to happen.

In 1985 my wife and I decided to save all of our third-class mail over the period of a year. We did the same thing in 1989. The results of this exercise—including the fact that the number of pieces grew 50 percent—are shown on page 39 of this issue.

ANPA and my family support the recycling of newsprint. Yet in 1985 our family dumped 176 pounds of junk mail we did not pay for into a landfill without a thought about recycling—and by 1989 that had increased to 350 pounds. (As a comparison, in 1989 our Quad-City Times editions weighed a total of about 310 pounds.) Doesn't the USPS have a responsibility to clean up the environment too?

Now we are facing a new Postal Service proposal to lower one big category of third-class mail by 10 percent from today's rates if the mailer meets new requirements. All other rates would go up at double-digit levels; thus, to a greater extent than ever before, third-class would be subsidized by first-class mail.

Little did I realize in 1981 the Postal Service's strategy was to become a distributor of hard-copy advertising while first-class mail rates would continue to escalate with poorer service.

ANPA's Postal Committee is working hard in your interest, and the Association will continue to keep you apprised of the case before the Postal Rate Commission.

Lloyd G. Schermer
ANPA Chairman

Compensation for executives and others documented in third annual ANPA salary survey

The 1990 ANPA Newspaper Industry Compensation Survey shows a percentage increase in average pay for all top executives for companies responding to both the new survey and the one conducted in 1989.

Average base pay for the full range of those top executives rose 5.8 percent from 1989 to 1990, and total direct compensation—including incentive awards—increased 7.6 percent. For manager-level personnel who responded both years, average base pay climbed 4 percent, and total direct compensation moved up 4.5 percent.

The new survey attracted a larger response—618 newspapers vs. 526 in 1989. Many of the new participants are smaller-circulation papers, said Robert L. Friend, director of research at Inland Press Association, who supervised compilation of the data.

When compensation data from *all* 1990 respondents were averaged, the researchers found that the actual *dollar figures* for top executives also increased in 1990, with the exception of publishers and top operations executives. Friend explained that the inclusion of more smaller papers tended to drag down the 1990 dollar averages.

For publishers, the yearly average base salary is $105,021, down from $105,763 in '89. The average total direct pay for publishers is also down—to $124,846, compared with $125,461 a year ago.

The highest base pay for a participating publisher is $475,000, up from $450,000 last year, with the highest total direct compensation reported in 1990 as $740,000, up from last year's $680,000.

Like the publishers' base pay, the average base salary of the top operations executive fell. It went from $56,379 in 1989 to $56,214 in 1990. Unlike publishers, though, the top operations executive showed an increase in average total direct pay, from $62,289 in 1989 to $63,228 in 1990.

Increases in the averages for other key executives were:

- For the editor, a base salary of $65,647, up from $62,998, and total direct pay of $73,716, up from $69,976.
- For the top advertising executive, a base salary of $52,973, up from $50,388, and total direct pay of $60,333, up from $56,691.
- For the top circulation executive, a base salary of $45,220, up from $45,154, and total direct pay of $49,967, up from $49,639. (See charts.)

Publisher

Number of newspapers reporting: 409

Summary results

	Lowest	Median	Average	Highest
1990 base pay	$25,000	$ 86,000	$105,021	$475,000
1989 base pay	25,592	90,000	105,763	450,000
1988 base pay	21,000	85,000	101,608	504,000
1990 total direct compensation	30,000	101,300	124,846	740,000
1989 total direct compensation	25,592	101,850	125,461	680,000
1988 total direct compensation	21,000	96,900	120,766	741,417

By circulation

	Number of newspapers	Average number of employees supervised	1990 base pay			Total direct compensation (base plus incentive)	
			Range midpoint[1]	Median	Average	Median	Average
5,000 or less	18	24	$ nsd[2]	$ 40,020	$ 42,256	$ 48,000	$ 51,140
5,001-10,000	56	48	51,900	51,450	55,895	58,535	63,633
10,001-15,000	60	72	69,100	64,470	73,005	75,579	83,196
15,001-20,000	37	106	69,000	72,000	76,236	87,000	88,297
20,001-30,000	64	162	90,000	88,250	103,156	106,000	122,522
30,001-50,000	68	217	101,000	96,550	106,242	111,796	122,352
50,001-75,000	35	294	114,000	110,000	121,728	127,000	139,339
75,001-100,000	18	545	128,000	133,447	145,595	159,950	173,719
100,001-150,000	18	606	140,800	157,500	158,338	172,684	188,078
150,001-250,000	21	1,056	187,000	185,000	198,523	236,700	252,217
250,001-500,000	9	1,788	nsd[2]	292,000	248,177	330,400	290,479
500,001 and over	5	3,577	325,700	356,000	380,300	556,000	571,563

Editor

Number of newspapers reporting: 403

Summary results

	Lowest	Median	Average	Highest
1990 base pay	$16,000	$54,900	$65,647	$256,000
1989 base pay	16,500	54,750	62,998	239,295
1988 base pay	15,072	52,000	60,985	275,000
1990 total direct compensation	16,000	58,492	73,716	410,000
1989 total direct compensation	16,500	57,436	69,976	345,000
1988 total direct compensation	15,072	55,247	70,731	471,000

By circulation

	Number of newspapers	Average number of employees supervised	1990 base pay			Total direct compensation (base plus incentive)	
			Range midpoint[1]	Median	Average	Median	Average
5,000 or less	8	4	$ 28,080	$ 23,490	$ 23,190	$ 23,490	$ 23,453
5,001-10,000	38	10	29,182	29,520	30,313	29,520	31,703
10,001-15,000	49	17	37,700	36,348	37,695	38,532	39,853
15,001-20,000	33	26	39,936	41,600	44,340	43,350	49,826
20,001-30,000	65	37	60,000	50,000	55,232	52,000	58,859
30,001-50,000	69	45	64,500	55,810	57,888	58,500	64,579
50,001-75,000	43	61	78,000	66,300	68,797	76,000	75,718
75,001-100,000	25	92	74,894	74,981	75,087	85,999	85,597
100,001-150,000	22	160	88,000	105,000	105,888	125,000	118,899
150,001-250,000	25	220	101,000	108,500	110,702	132,000	127,593
250,001-500,000	18	226	nsd[2]	141,000	145,922	170,071	167,397
500,001 and over	8	687	185,750	191,750	208,088	261,350	277,734

[1]Median of midpoints of pay ranges reported
[2]Not sufficient data—fewer than three newspapers reported

• For the top financial executive, a base salary of $53,914, up from $53,181, and total direct pay of $60,442, up from $59,101.

Among newsroom positions, the managing editor's average base pay rose from $46,903 to $48,121, and total direct compensation went from $49,917 to $50,974. Copy editors' base pay rose from $31,437 to $31,682, while total direct compensation rose from $31,756 to $31,824.

At the same time, experienced reporters' (one to four years' experience) average base pay dropped to $30,199 in 1990 from $31,607 in 1989, and their average total direct pay fell to $30,315 from $31,776. Entry-level reporters' base pay slipped to $19,847 from $19,952, and total direct pay decreased to $19,894 from $20,042.

Among other job categories, the top data processing manager's average base pay increased to $45,517 from $42,621 and total direct pay rose to $48,459 from $45,006; circulation district sales managers' base pay increased to $26,427 from $23,721, and total direct pay rose to $27,186 from $25,351; the pressroom superintendent's base pay increased to $35,899 from $35,379 and total direct pay rose to $36,862 from $36,364; and the advertising creative services manager's base pay increased to $33,249 from $32,597, and total direct pay rose to $34,003 from $33,557.

The study breaks down the information by region and circulation category.

As in 1988 and 1989, this year's survey predictably indicates that newspapers with higher circulations pay higher salaries to their management team.

For instance, publishers running dailies with circulations exceeding 500,000 receive average base pay of $380,300, while those at papers with circulations of 10,001-15,000 earn an average of $73,005.

For top editors, the average annual base salary at papers with circulations of more than 500,000 is $208,088, compared with $37,695 at papers with circulations of 10,001-15,000.

In regional comparisons, the mid-Atlantic area continued to pay publishers the most—an average of $126,960. The Southeast was next at $125,298, just topping New England, which had ranked second in 1989. Canada, classified as one of 10 "regions," was fourth.

The 618 newspapers that participated in the new survey "are a good representative sample by circulation and by geographic distribution of the daily newspapers in the United States and Canada," the report stated.

The survey, ANPA's third annual compensation report, covers salaries for 61 categories of jobs, one less than in 1989 [pressstime, Aug. 1989, p. 50].

Professor Hervey A. Juris of the Kellog Graduate School of Management at Northwestern University and Robert J. Greene of James and Scott Associates interpreted the research and wrote the survey report. The overall project was directed by ANPA Senior Vice President Thomas C. Fichter and ANPA Vice President/Human Resources John D. Blodger. Juris and Greene suggested caution when comparing percentage changes between the 1989 and 1990 sur-

Top advertising executive

Number of newspapers reporting: 459

Summary results

	Lowest	Median	Average	Highest
1990 base pay	$15,000	$47,000	$52,973	$200,000
1989 base pay	15,000	46,000	50,388	160,000
1988 base pay	13,000	41,800	47,685	175,000
1990 total direct compensation	18,300	52,000	60,333	265,000
1989 total direct compensation	18,314	50,000	56,691	173,423
1988 total direct compensation	18,304	44,980	54,618	323,916

By circulation

	Number of newspapers	Average number of employees supervised	1990 base pay			Total direct compensation (base plus incentive)	
			Range midpoint[1]	Median	Average	Median	Average
5,000 or less	10	4	$ nsd[2]	$ 21,918	$ 22,130	$ 23,763	$ 24,090
5,001-10,000	54	8	29,591	27,685	27,666	31,450	32,997
10,001-15,000	57	11	37,700	33,000	34,641	38,621	38,785
15,001-20,000	39	15	40,000	37,183	38,454	42,924	44,345
20,001-30,000	72	20	58,000	43,000	43,762	48,205	49,087
30,001-50,000	80	31	55,070	49,250	51,716	55,070	58,199
50,001-75,000	40	45	78,000	59,000	61,968	64,801	68,392
75,001-100,000	27	59	78,000	67,500	66,773	73,008	77,104
100,001-150,000	26	83	76,150	72,175	75,360	81,110	85,380
150,001-250,000	28	141	101,000	90,400	92,157	104,165	108,218
250,001-500,000	19	161	96,026	108,000	101,390	108,000	110,965
500,001 and over	7	166	148,000	158,500	155,624	169,375	194,859

Top circulation executive

Number of newspapers reporting: 549

Summary results

	Lowest	Median	Average	Highest
1990 base pay	$10,400	$39,811	$45,220	$165,000
1989 base pay	13,000	39,560	$45,154	$157,500
1988 base pay	9,500	36,400	42,056	225,000
1990 total direct compensation	11,440	42,600	49,967	214,000
1989 total direct compensation	13,000	41,852	49,639	232,500
1988 total direct compensation	9,500	38,500	46,435	275,000

By circulation

	Number of newspapers	Average number of employees supervised	1990 base pay			Total direct compensation (base plus incentive)	
			Range midpoint[1]	Median	Average	Median	Average
5,000 or less	16	8	$ nsd[2]	$ 17,580	$ 18,038	$ 18,025	$ 19,080
5,001-10,000	64	11	25,974	22,050	22,929	23,900	24,350
10,001-15,000	75	12	32,916	28,600	29,998	30,300	31,621
15,001-20,000	48	18	33,800	33,432	33,080	35,717	35,981
20,001-30,000	92	28	50,910	37,980	37,833	40,027	40,570
30,001-50,000	89	44	56,000	42,507	44,267	45,000	48,966
50,001-75,000	50	60	60,560	55,600	55,907	59,859	60,289
75,001-100,000	28	98	69,000	65,250	62,645	69,730	69,998
100,001-150,000	28	126	69,680	67,243	68,377	74,743	75,947
150,001-250,000	30	267	90,000	78,250	79,715	91,996	90,456
250,001-500,000	20	489	78,104	86,130	87,631	96,248	100,309
500,001 and over	9	1,173	131,500	140,000	133,705	172,000	173,125

Top operations (production)

Number of newspapers reporting: 355

Summary results

	Lowest	Median	Average	Highest
1990 base pay	$15,000	$50,000	$56,214	$250,000
1989 base pay	19,003	49,000	56,379	220,000
1988 base pay	10,000	45,427	51,293	255,000
1990 total direct compensation	18,200	55,000	63,228	286,750
1989 total direct compensation	19,220	53,925	62,289	280,000
1988 total direct compensation	10,000	49,000	57,230	353,250

By circulation

	Number of newspapers	Average number of employees supervised	1990 base pay			Total direct compensation (base plus incentive)	
			Range midpoint[1]	Median	Average	Median	Average
5,000 or less	4	8	$ nsd[2]	$ 24,950	$ 24,475	$ 25,950	$ 24,975
5,001-10,000	24	13	23,940	27,265	28,293	28,580	31,115
10,001-15,000	38	19	33,800	35,815	34,498	36,875	37,656
15,001-20,000	21	24	42,000	41,402	41,731	44,980	44,480
20,001-30,000	42	43	56,000	41,625	42,315	44,050	45,782
30,001-50,000	74	52	56,000	49,062	49,682	54,000	54,578
50,001-75,000	41	79	69,000	56,000	57,563	60,522	61,139
75,001-100,000	27	119	67,131	62,374	68,676	70,000	75,815
100,001-150,000	26	187	77,075	67,500	67,826	77,363	77,101
150,001-250,000	28	291	90,000	75,220	80,343	86,432	90,945
250,001-500,000	21	485	105,716	87,000	91,955	100,000	114,667
500,001 and over	9	1,324	153,800	148,000	153,297	189,187	195,555

veys because those comparisons are based only on responses from newspapers that provided data for a given category in both years' surveys.

However, "when we compared the two data sets by circulation and by geography, we found them to be sufficiently comparable to the overall (newspaper) population," they said.

The biggest percentage gain was for the position of top data-processing manager, with increases averaging 7.4 percent in base salary and 9.3 percent in total direct pay.

The lowest percentage gain in base salary was for circulation district sales managers, an average increase of 1.9 percent.

For total direct pay, the sales account executive/classified representative had the smallest average increase, 1.6 percent.

For publishers, the average base salary climbed 6.4 percent in 1990, while total direct pay rose 8.3 percent.

Among other percentage comparisons:

- The editor's average base pay rose 6.5 percent in 1990, and total direct pay rose 7.2 percent.
- The top human resources executive's base pay grew 5.7 percent, while total direct pay grew 6.9 percent.
- The managing editor's base pay rose 5.6 percent and total direct pay, 5.5 percent.
- The pressroom superintendent's base pay rose 3.6 percent and total direct pay, 3.8 percent.
- The advertising creative services manager's base pay rose 4.1 percent and total direct pay, 3.6 percent.
- Circulation district sales managers' base pay rose 2.8 percent and total direct pay, 3.2 percent.

Copies of the 1990 report were scheduled to be mailed in late August to all newspapers that participated in the survey. Dailies that have not participated in any of the three studies can receive a copy if they sign a letter of intent to provide information for the next survey. Contact ANPA's Blodger at (703) 648-1068.

Also available are customized summary reports that allow a newspaper to request data from 10 or more newspapers according to metro-area size, narrow geographical region, specific market or other criteria.

Such reports can be ordered at a cost of $250 per report from Inland Press Association, 777 Busse Highway, Park Ridge, Ill. 60068, (708) 696-1140. □

Newsroom pay hikes outpaced inflation in the 1980s

Newsroom salary increases at U.S. dailies exceeded the rate of inflation during the 1980s, according to a **presstime** analysis of figures from The Newspaper Guild and the Survey of Journalism and Mass Communications Graduates.

The salary figures from the Guild and from the graduates' survey cover 1980 through 1989, offering an overview of salaries for the decade. (See chart.)

The *average* starting minimum salary for Guild-represented reporters and photographers increased 61 percent—from $12,946 a year in 1980, based on 125 labor contracts, to $20,944 a year in 1989, based on 119 contracts.

During the same period, the Consumer Price Index increased 46 percent, according to figures from the Bureau of Labor Statistics of the U.S. Department of Labor.

According to the survey of graduates who obtained newspaper jobs fresh out of school, the *median* annual salary for entry-level reporters increased 71 percent—from $9,880 in 1980 to $16,900 in 1989.

The graduate surveys were previously sponsored by the Dow Jones Newspaper Fund and are now sponsored by the Association for Education in Journalism and Mass Communication, the Council of Affiliates of the AEJMC, the National Association of Broadcasters, the Association of Schools of Journalism and Mass Communication, and the Ohio State University School of Journalism.

During the 1980s, the *average* top-minimum salary under a Guild contract for reporters increased 58 percent, from $20,611 in 1980 to $32,661 in 1989. □

Reporter salary trends (1980-90)

Category	1980	1989	% change 1980-'89	Consumer Price Index* % change 1980-'89	1990	% change 1989-'90
Reporter Top Minimum (Guild average)	$20,611	32,661	58.5	46.1	33,589	2.8
Reporter Entry Level (Guild average)	12,946	20,944	61.7		21,602	3.1
Reporter Entry Level (median, AEJMC survey)	9,880	16,900	71		N/A	N/A

*CPI based on figures for month of December in 1980 and 1989